



Here at BAXTER & Bella, you and your puppy are priority #1, and we are as much about helping you teach your dog how to act, as we are about coaching you how to train. In short, we absolutely love all things puppy and want to help as you and your dog work toward **"Becoming best friends through love and learning!"**

Survival Guide THE FIRST WEEK!

What you **NEED** to know RIGHT NOW!

YOU'VE GOT THIS!

A few best practices of Positive Puppy Parenting...

From our puppy family to yours, CONGRATULATIONS on the decision to become a new animal owner... it is, without any doubt, one of the most fun, worthwhile and rewarding experiences we know – YOU ARE GOING TO LOVE THIS!

Regarding pet parenting, there are a few best practices to consider as you and your dog work toward becoming best friends through love and learning, which may seem small, but when added together, they add up to better animal ownership and the very best in canine companionship!

First and foremost, success DOES NOT occur overnight, as building a bond with your dog and learning how to live life together, require hard work, time, energy and effort – but don't worry, IT'S TOTALLY WORTH IT DOWN THE ROAD!

As your puppy's main teacher, it is important to establish a relationship of trust and reliability right from beginning. To do this well, remember to be clear, calm and consistent with all of your communication, as this will greatly expedite the learning process for both of you – trust us, WE PROMISE!

As a do-it-yourself trainer, whether it's you or a professional, there are no shortcuts to winning. Recognize in order to do it right, teaching and learning, for both you and your dog, take practice, patience and persistence!

As a canine coach, never stop improving and always push for even more development! Next, strengthen & lengthen what you and your dog already can do simply by adding Distance, Duration, Distraction and Difficulty!



It is much easier to create a good habit than to undo a bad one!

FOOD & WATER

FOOD:

Plan on (2) mealtimes a day, morning and night. Use some from each meal in your training pouch as a way to reward good behaviors throughout the day!

WATER:

Always provide your puppy with plenty of fresh water while they are out playing. Take them to their potty spot often to prevent unwanted accidents!



A review of our C.A.L.M Pet Parenting Philosophy

Our **C.A.L.M.** Philosophy, otherwise known as having “**Confidence in your Attentive Leadership Methods**” is a framework for effective and efficient ongoing animal ownership. It reminds us to be confident, to be attentive, to be leaders and to employ science-backed methods, utilizing humane techniques in all of our pet parenting ultimately leading to better animal ownership and the very best in canine companionship!

CONFIDENCE: Confidence is believing you can do this! As you move forward in pet parenting, the right amount of confidence is not blind optimism, rather an ongoing commitment to be realistic with what's happening around you, trusting in your abilities to meet the needs of your puppy accordingly and being consistent with your responses to better enable your puppy to quickly learn how you want him to act!

ATTENTIVE: Attentive is characterized by the giving of proper attention, ongoing observation and being caring, courteous, considerate and compassionate. When it comes to successful animal ownership, attentive is your reminder to be disciplined, determined and diligent in your efforts and respectful in your ways of teaching, training and coaching your canine companion!

LEADERSHIP: Leadership is a strategic role of giving guidance, offering direction and supplying support. In the dog world, good leadership is the art of constructively coaching while being pleasantly persistent, directing and also caring, having influence over your puppy to teach manners and behaviors and yet not being forceful so positive learning can take place. Established expectations are effective in positive pet parenting because they teach the dog the rules that will be consistently reinforced, which leads to less anxiety. Your dog will learn to do them in order to receive the results he desires, which may include treats, toys, touch and time. After all, puppies do things that work best for them. Once they understand that they will be rewarded for doing a certain behavior, they are much more likely to repeat that behavior over and over again!

METHODS: Methods are the particular systematic processes that lead to successfully accomplishing a goal and or objective. At BAXTER & Bella we have created materials and resources, as well as designed and developed our step-by-step training structure, that when utilized correctly, following the methods of our suggested implementation and execution, including the tips, tricks, tools and techniques, will lead you to your desired outcome of a better behaved family pet!



PUPPY BITING

Puppy biting is natural but a common concern of most new puppy parents – as this is how he plays. Puppies have VERY sharp teeth, which can be quite painful if and when he gets a hold of you. For a healthy and happy canine companionship, your puppy needs to learn how to have a softer mouth... Here are a few of our TIPS & TRICKS:

- Be ready with exciting canine chew toys to keep him busy when he is biting or use these appropriately as redirecting tools when needed.
- When your puppy bites you while playing, walk away. He wants your attention so teach him he only gets it if he plays nicely and use timeouts as needed.
- Also, if he is biting, pick him up facing him away from you and the action until he stops... repeating again and again as necessary.
- Only give him a treat when he licks it from your hand – never when using his teeth. Hold the treat firm and wait...he will figure it out.



Be CONSISTENT!

Practice makes perfect and CONSISTENCY brings about better puppy training. In fact, your success at puppy parenting depends largely on how consistent you and your family are. Remember that your canine companion must learn how to appropriately act and the sooner he begins to understand what you want, the faster his progress will be. Recognize your puppy will learn by repetition, step-by-step and day after day. The more consistent you are with him through language, potty breaks, rewards and consequences, the quicker he will learn. It takes a team to raise and rear him well, so make sure everyone is on the same page. Discuss why it's important to be consistent and plan together of how to do it, including but not limited to the words you use and the actions you exhibit!

Teach ATTENTION

In order to train a puppy efficiently and effectively, you must be able to obtain your puppy's attention. It is the king of all other behaviors for productive training and one to get started with right away. For now, don't worry about teaching your new canine companion to "SIT," to "STAY," or to "SHAKE" upon cue. FIRST, begin by teaching your puppy that paying attention to you benefits him! Start this early training by rewarding your puppy with a yummy treat each and every time he pays attention to you. We want him to literally look at you, get excited and salivate whenever you enter the room. He will start associating giving you attention with a tasty reward and as we say here at Baxter & Bella, "WHATEVER GETS REWARDED, GETS REPEATED!" In short, attention is something we want repeated over and over again!

Once your puppy learns he is rewarded for simply looking at you, take your training to the next level by adding a cue word to this desired behavior. Begin saying "WATCH ME" before handing over that yummy something and the second your puppy makes eye contact with you, mark, "YES" and give him a treat. Repeat this regularly when you are together and observe how quickly your new puppy learns the "WATCH ME" cue. Once you consistently have his attention, you should begin the PUPPY PREP step-by-step lessons, learning manners, behaviors and other great puppy cue! What's more, good attention prevents many bad behaviors like pulling towards or barking at other dogs, bolting across a busy street, running out of an open door, stealing food from the floor, and many more!

Control the Controllable



MANAGE YOUR PUPPY or HE WILL MANAGE YOU! Please realize that all puppies bite, chew, dig and bark. These are natural dog behaviors – remember, this is a canine and not a human – A VERY BIG DIFFERENCE. Simply put, as the leader it is up to you to decide and teach your puppy what to bite & chew, where to dig and not, when they can bark and when it's time to stop.

In the beginning, you must plan on managing your puppy's behaviors by watching him 100% of the time, keeping him on leash by your side, or putting him in a crate with a safe chew toy. Mix it up throughout the day and include plenty of time and attention in between in order to build a bond and prepare him for training. If you do not, he will entertain himself in ways you may not like, including the destruction of your things.

SITTING IS THE NEW PLEASE – THIS IS HOW WE TEACH IT...

No one appreciates a puppy jumping all over them, or worse yet, when it's your dog and he's climbing on your invited guests. Obviously then, it is important to teach your new canine companion proper manners when greeting other people and as luck would have it, the "SIT TO BE GREETED" manner is not only one of the first things you can start working on... AS IN IMMEDIATELY when you get your puppy home, but likewise it is one of the easiest things to teach too! Remember to get everyone involved on this one, be consistent and you and your new puppy will be well on your way toward proper greetings from this day forward!

Here is how it works... Before you, or anyone else, can look at or talk to your puppy, WAIT FOR HIM TO SIT.

Sounds simple, doesn't it? Well it is, however getting people to cooperate, especially strangers and little kids, is the hardest part and consistency really matters for success. Post a sign on your door, asking visitors to help you train your puppy by waiting to notice him until you say it is OK to say hello. Likewise, when you are out and about, kindly ask people who want to pet your dog to wait until he "SITS TO BE GREETED!" In both examples, once your puppy sits, reward him with positive attention and or a yummy treat, now allowing those who want to pet your puppy to go ahead. Provide your puppy treats while the guest is saying hello so long as he remains seated and stop giving treats once they are finished.

Make the commitment from this very moment forward that you and everyone else who will be helping in your puppy's training will require this behavior EVERY TIME your puppy greets someone - if you do and you are consistent, your puppy will learn to automatically sit vs. jumping whenever someone approaches. In the beginning, lure your puppy into a sit with food and only allow others to say hello once a proper sit behavior is offered. Then suggest they get down, say hello, praise and reward!

HOUSETRAINING HELP!

Puppies are healthiest and happiest when they are included as part of your family. As such, housetraining is **AN ABSOLUTE MUST** for anyone who is allowing for and enjoying their canine companionship inside their home.

If this is you, housetraining needs to be priority number one from the moment your new puppy first places his paw into your house. Please note, this aspect of puppy training will not only require time and attention, but patience, practice and persistence from everyone in your family too – ALL HANDS MUST be on deck AT ALL TIMES!

We suggest crate training your new puppy from the very beginning; in other words, your puppy will either be under your 100% watchful eye or comfortably contained inside his crate. You see, new puppies dislike the idea of going potty in their personal space, so by limiting him to his crate, you can proactively manage when and where he uses the bathroom. What's more, when you want to play, take him out, go potty, reward him nicely for doing his business and play together prior to putting him back. In short, crate time teaches your puppy to hold it, builds bladder control, helps him learn to settle, and provides you with peace of mind! His crate also becomes his safe place where he can go to get away and unwind – WIN-WIN! We give our new puppy something fun to help keep him happy and occupied while in his crate.

A two-month-old puppy should be able to keep the crate clean for a two-hour period of time, a three-month puppy for three hours. In the very beginning, and as a way to have extra practice with going potty, plan on taking him out every 60 minutes. Always give him a chance to drink some water after his crate time and then take him immediately to his potty spot. Make sure your puppy is on a leash and you are there with him to mark "YES" right after he goes. Then give him (3) pieces of his favorite treat and allow him to enjoy some playtime inside.

Always reward your puppy for going when and where you want with extra yummy treats for the first six months to establish a solid habit. If and when the rewards stop too early, oftentimes the good behavior goes with it, so DON'T GET LAZY! It pays off BIG TIME in the end – we promise!

NEVER get angry at your puppy if and when he has an accident. Simply clean it up and vow to keep a better eye on him in the future. For other TIPS & TRICKS, as well as other additional helpful puppy charts and checklists VISIT US ONLINE!



Fostering COMMUNICATION!

All great relationships are built around efficient and effective communication – it IS NO DIFFERENCE in the successful training of your puppy. In fostering canine communication, it is important you keep things positive and remember to reward the good, better and best behaviors in the moment they occur as this will help to learn through association.

Also, get to know your puppy! Understand their body language and what they are telling you. After all we are creating a relationship – meaning we listen to our dog just as much as they listen to us. Be someone your dog wants to be around and training will go much more smoothly.

Begin teaching your puppy proper expectations and build upon a common vocabulary step-by-step. Soon enough you will have a very smart and better-behaved canine companion!

1. **MANNERS:** Behaviors we expect our puppy to automatically offer when and where they are appropriate... "Sitting to be greeted!" I also expect my puppy to: wait at doorways and prior to eating, sit before throwing a ball, watch me in public places, not to chew on my things, walk loosely on a leash, settle on their own and have a soft mouth.
2. **CUES:** Words that instruct your puppy to do specific behaviors. Using sign language, along with verbal cues, will help in the beginning to speed up the learning process as dogs pick up quicker on hand signals than words. Similarly, puppies recognize tones well so try to say your words the same way each and every time. A puppy is like a sponge so begin teaching him cues immediately!

TIPS, TRICKS, TOOLS and TECHNIQUES for the first week!

In the beginning everything puppy will be exciting, but it's easy to become overwhelmed with all that is going on, especially as the early enthusiasm starts to fade and your new canine companion whines, cries, barks, bites, pees and poops all the time. Below are a few tips, tricks, tools & techniques for preparation, prevention, puppy parenting and SURVIVAL until things are again under control and you are sufficiently ready to move on with your training!

Best practices for PREPARATION, PREVENTION, PUPPY PARENTING AND SURVIVAL!

PREPARATION

Setting up your house and having the necessary equipment BEFORE your puppy comes home will make the exciting first day all the more enjoyable. Below are some preparation suggestions we offer in order to help get you started!

Get the needed equipment:

- collar
- 4-6 ft leash
- crate
- food dish
- water bowl
- brush
- toothbrush & paste
- nail clippers or dremel
- hard chew toy (Benebone)
- soft chew toy (Kong Wubba)
- classic Kong
- long rope toy
- food rewards
- exercise pen
- snuggle puppy
- fenced outdoor area

*** [For additional information, see our PUPPY PRODUCTS tab at the top of our site.](#)**

Set Up Your House:

- Set up short-term confinement space (crate)
- Set up a long-term confinement space (dog run/exercise pen)
- Pick up any small items off the floors
- Hide electrical cords
- Move any plants on the floor
- Remove any mouse traps or other dangerous items
- Choose a potty location and identify the door you will use
- Hang a leash by the door and place potty treats in a nearby jar
- Start the habit of keeping counters and tables clean; use pantry for snacks

*** [See our PREPARING FOR MY PUPPY learning module.](#)**

Have a Family Meeting & Set a Routine:

- Designate one person to be initially in charge. This person will teach the cues first and then help the puppy generalize them to other family members.
- Decide what rules the puppy will be expected to follow in your home and with your family.
- Outline common vocabulary for everyone to use with the puppy... For example: OFF and DOWN.
- Create a daily schedule so your puppy has a routine and knows what to expect when and where. Be sure to give your new canine companion plenty of rest, as well as playtime too!

*** [See our PREPARING FOR MY PUPPY learning module.](#)**

PREVENTION

Puppies do what works best for them. They don't dwell on past behaviors nor do they plan for the future - they live in the moment! Also important to note, is the fact that many behaviors they exhibit are normal dog behaviors. We must teach them how to live appropriately in our homes. The following help prevent unwanted behaviors:

WATCH YOUR PUPPY 100% OF THE TIME WHEN HE IS OUT AND ABOUT IN YOUR HOME... It doesn't matter if your new puppy just went to the bathroom or hasn't had much to drink yet today, if you are not watching him, he will have an accident, either going to the bathroom on the floor and or chewing something he shouldn't, which will inevitably make you frustrated, angry and disappointed. During playtime in your home, you must watch him closely, as in 100%, and remember to take him potty every 15-20 minutes!

(See PREPARING FOR MY PUPPY – Housetraining)

ALWAYS GO WITH YOUR PUPPY TO “GO POTTY”... DO NOT get lazy, especially in the beginning, as you want to verify that not only has he really gone to the bathroom, but most importantly you are right there and ready to instantly reinforce this awesome housetraining behavior with a super yummy treat – do this the very moment he finishes going exactly when and where you wanted. In short, take him to his potty spot, say “GO POTTY” allow a couple of minutes for him to do his thing and then enthusiastically say “YES!” after he goes and give him a high-value reward! **(See THE FIRST WEEK TOGETHER)**

DO NOT RELEASE YOUR PUPPY FROM THE CRATE OR KENNEL WHEN HE IS CRYING, WHINING, BARKING, ETC... ALWAYS wait for at least 3-5 seconds of quiet before opening the door for him. Further, your puppy should not only be quiet, but must also offer an implied sit (a good manner) and an implied wait (another good manner) prior to you releasing them on cue. In the beginning, help him to like his crate. We show you how to make it a fun place to be in our PREPARING FOR MY PUPPY learning module. Once their stress levels come down from being in a new place and they are able to relax or fall asleep in their crate, you'll know you are on the right track. **(See THE FIRST WEEK TOGETHER – Introducing the Crate)**

YOUR PUPPY WILL EITHER CHEW ON EVERYTHING YOU WISH HE WOULDN'T... or what you appropriately provide him as needed. As a new puppy, he is definitely teething so keep a toy on hand so that he doesn't accidentally chew on you or mistakenly chew on your nicer things! When your puppy begins to bite your hands, toes, pants, legs, shirts, blankets, etc..., which he will, simply replace it with an appropriate chew toy (hard for hard and soft for soft). If and when he has a strong hold on something, simply use a treat to get him to drop it, then place whatever it was in his mouth with a toy. What's more, for extra credit and additional appreciation from your new canine companion, pay attention to what he was chewing on and if it is hard, replace it with something more appropriate that is also hard and if it was soft, try giving him a soft chew toy!

(See THE FIRST WEEK TOGETHER – 1.8)

TEACH YOUR PUPPY SITTING IS THE NEW PLEASE FOR ANY TYPE OF ATTENTION... It doesn't matter if your new puppy is excited to play with the kids, greeting someone for the first time, wanting to play fetch with you, excited to see you after returning home from work, about to be let out of his crate, etc... WAIT to give your puppy attention until he is properly seated in front of you! Don't tell him to “SIT” as you likely have not taught him this cue yet, but wait for him to offer this sitting down behavior on his own. Once seated, enthusiastically say, “YES!” and begin to reward him. Instruct EVERYONE who interacts with your new puppy how this works.

(See THE FIRST WEEK TOGETHER – 1.7)

PUPPY PARENTING

There are many new responsibilities you will have as a pet parent. Raising a puppy is a rewarding experience and one that takes time, patience and persistence. Puppies are not robots, but rather living breathing creatures with their own minds. They make wonderful companions once we understand each other. The time spent together is priceless and the effort you put in initially pays off exponentially in the future. Below we outline a few of the basics as you begin your training journey.

BEGIN TEACHING YOUR PUPPY THE FOUNDATIONAL WORDS OF “YES!” “OK” “NO!” AND “UH-UH”... Likely the very most important lessons we coach and you MUST learn, teaching your new puppy “YES!” “OK” “NO!” and “UH-UH” is absolutely critical regarding the level of success you and your puppy will or will NOT have moving forward! Similar to the common household game of hot and cold, “YES!” and “NO!” as well as “OK” and “UH-UH” will become the foundational words you will use in order to guide and direct your new canine companion down the path of better animal ownership and the very best in canine companionship. In keeping it simple and as a way to help you get started, remember the following about these words:

1. **“YES!”** said very enthusiastically is your verbal communication when your puppy does something right.
2. **“OK”** said optimistically is your verbal release to your puppy that he has successfully finished the behavior.
3. **“UH-UH”** said sharply is your verbal communication when what your puppy is doing right now is NOT what you want and or that you would like him to offer something different – think misdemeanor in severity.
4. **“NO!”** said firmly is your verbal communication when your puppy does something wrong – think felony.

*** For additional details on these important communication words, see THE FIRST WEEK TOGETHER**

FOOD and WATER... Plan to feed your puppy two times a day, both morning and night - DO NOT FREE FEED, which is leaving his food out for him all day long and available whenever he wants it. Throughout the day, plan to use his food and other training treats as rewards for good behaviors offered in order to make up for what would be considered his third meal. As for water, provide it first thing in the morning and subsequently allow him access to it as desired all day long until 2 hours prior to bedtime when you will put it away again until morning. No need to do this once your puppy is sleeping through the night.

YOUR PUPPY NEEDS BOTH TIME TO PLAY AND TIME TO REST... As a general rule, puppies need 15-20 minutes of playtime and then 40-45 minutes of rest time. Your puppy can lie in your lap while you handle him from head to tail or you can put him in his crate with a chew toy when you cannot watch him 100%, but regardless, make sure he gets plenty of time to run and play, as well as rest and relax – both are important!

LASTLY, AS YOU MOVE FORWARD INTO THE CURRICULUM STEP-BY-STEP LESSONS... and begin to establish your training routine, plan to segment your sessions into time periods that successfully work for both you and your new canine companion. For example, instead of attempting to have one very long training exercise per day, work to divide your hands-on instruction throughout the day by doing a shorter session in the morning, another in the afternoon and a final one prior to going to bed. In fact, we love to use our puppy’s meal times as training workouts, wherein we will use some of his food to practice what we are learning today, as well as reinforce, strengthen and lengthen the lessons from days previous. What’s more, get the family involved and take turns running mini sessions so everyone learns how to properly work with the dog. Remember, learning is accomplished little by little and in order to achieve that well-behaved canine companion you desire, it is going to take a lot of ongoing practice, patience and persistence!

***SPECIAL NOTE:** Ask your breeder if he/she started crate training and if so (YAY FOR YOU!) how long your puppy already sleeps in his crate at night. Your breeder may have your puppy sleeping up to 6-8 hours already, which is awesome, but with so much new happening as you transition the puppy out of the breeders home and now into yours, IT IS BEST for you to spend your first handful of nights providing 1-2 potty breaks to prevent any accidents from happening!*

We want to help! Sign up for THE ONLINE PUPPY SCHOOL today. Visit www.baxterandbella.com/learn-more

A Few More Puppy Training Items of Consideration

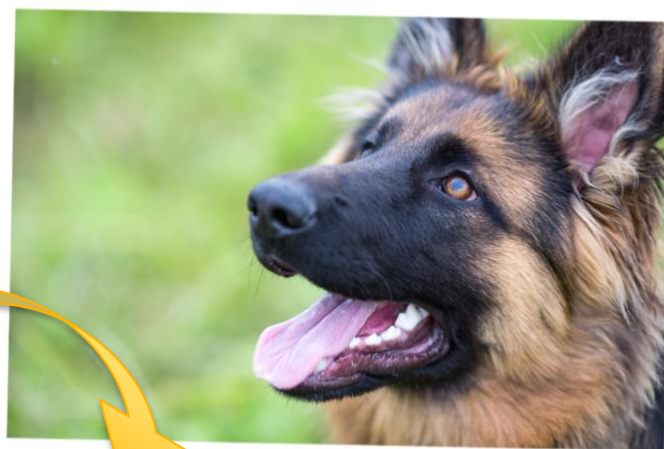
Attention: Give your puppy a piece of kibble every time he looks at you on Day 1. You want him to learn that you are very interesting and that paying attention to you is both rewarding and worthwhile!

Soft mouth: Expect your puppy to use his tongue, rather than his teeth, to take treats and toys from you. If he puts his mouth on you, even while playing, redirect him onto an appropriate chew toy.

Settle: Your puppy needs to be taught how to relax. Practice holding him in your lap with his back against your chest. Slowly rub his ears, belly, head and tail. Touch each paw pad. Talk slowly to him. Then allow him to go play and repeat again in a few minutes. Repeat this again and again often.

Sit to be greeted: No one likes to be greeted by a jumping dog! Teach your puppy that he gets attention fastest when he is sitting.

Recall: A reliable recall allows your dog to enjoy life with you more fully. Practice calling him at every mealtime so he associates the word "COME" with yummy food! Give him a reward each and EVERY time he comes.



Our Favorite Toys & Treats

Kong Wubba

Chuck It Balls

Benebone

West Paw Toys

Tug toys

Pet Stages Durable Stick

PupPod

Kong Puppy Pacifier

Kong Wobbler

Red Barn Beef Dog Food Roll

Pet Botanics Training Reward

Wellness Soft Puppy Bites

Meal Mixers

Freeze Dried Liver

Pantry Items: Frozen Peas, Carrots, Apples, Cheerios, String Cheese

Providing your puppy with ample chew toys protects your furniture & other possessions from his teething needs!

Stop & Go Game

Put your puppy on a leash and begin walking. If he pulls, you STOP. Wait until he puts slack back into the leash, then start walking again. Each time he is walking nicely by your side treat him!

Tips for Getting Sleep at Night

Place your puppy in his crate at night. Start with him in your room right next to your bed and plan on some crying in the beginning. Initially set an alarm to wake you up every 3 hours and take your puppy out to go potty. Each night increase the time and move his crate closer to where you eventually want him to sleep, until finally your puppy is able to make it through the night peacefully... and you too! On average, increase the time by one hour per week.

Exercise & Proper Socialization (A MUST)

It is important to give your puppy plenty of playtime during the day, as well as some much needed rest. For every hour of play, your puppy needs at least two hours of rest. Also, his joints are still developing until at least one year of age so do not take him on long walks or runs until then. Use this time to take your puppy on short outings with you and allow him to experience the world all around, including sights, sounds, smells, surfaces, places and people. If your puppy startles at something, add distance and move on. **Keep it positive and have FUN!**



The Online Puppy School!

BAXTER & Bella

www.baxterandbella.com